

## Electronic Acknowledgement Receipt

<b>EFS ID:</b>	7848776
<b>Application Number:</b>	10749110
<b>International Application Number:</b>	
<b>Confirmation Number:</b>	3154
<b>Title of Invention:</b>	Encoding ad and/or ad serving information in a click URL
<b>First Named Inventor/Applicant Name:</b>	Chad Lester
<b>Customer Number:</b>	82402
<b>Filer:</b>	John C. Pokotylo/Leonard Linardakis
<b>Filer Authorized By:</b>	John C. Pokotylo
<b>Attorney Docket Number:</b>	Google-33/APP (GP-086-00-
<b>Receipt Date:</b>	18-JUN-2010
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<b>Application Type:</b>	Utility under 35 USC 111(a)

### Payment information:

Submitted with Payment	no
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### File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	NPL Documents	Ref_BA_CERN_httpd_guide.pdf	5597750 fedee3bf291c9a3f7d6992b82db89d45af3b6ff0	no	82

### Warnings:

### Information:

2	NPL Documents	Ref_BC_getrequest_cpp.pdf	541166	no	11
			5e7e1693483b79eaf9c8f727ac7f5ab3ee538e42		
Warnings:					
Information:					
3	NPL Documents	Ref_BD_GN_2_24_code.cgi.pdf	339197	no	7
			85bc0803737aca8bdac3a04dae60a31340159579		
Warnings:					
Information:					
4	NPL Documents	Ref_BF_draft_ietf_http_spec.pdf	343532	no	46
			1bb2c603a4fc288c9ba217ef0b8727139b1d4cee		
Warnings:					
Information:					
5	NPL Documents	Ref_BG_draft_basic_HTTP_1992.pdf	399730	no	56
			b2e727c195d7d506c0e859b950706acaa5db21807		
Warnings:					
Information:					
6	NPL Documents	Ref_BH_khoda_and_endo_Ubiquitous_advertising_on_the_WWW.pdf	634649	no	20
			0163609b646557af45f4d40da25484422cc2f399		
Warnings:					
Information:					
7	NPL Documents	Ref_BI_log_cpp.pdf	571339	no	13
			48e65d452c01ab1324e691f14a97e39b3f110fb1		
Warnings:					
Information:					
8	NPL Documents	Ref_BJ_mary_meeker_INTERNET_ADVERTISING_REPORT.pdf	17355767	no	152
			9145385e3d078705e284f05cc1365221adc83e1c		
Warnings:					
Information:					
9	NPL Documents	Ref_BK_NCSA_1_4_2_Code_conf_dist.pdf	176025	no	3
			93c20011d2539beaa0ca2016940ed5033ddde660		
Warnings:					
Information:					
10	NPL Documents	Ref_BL_NCSA_1_4_2_Code_conf.pdf	1256753	no	23
			ffc64322d703f3da2d1af51cf9752bde3949661		
Warnings:					
Information:					

11	NPL Documents	Ref_BM_NCSA_1_4_2_Code_log.pdf	565790	no	10
			5966cb54c0141cd3b4d6e5cd978ba407654363e5		
Warnings:					
Information:					
12	NPL Documents	Ref_BN_NCSA_1_4_2_Code_script.pdf	690692	no	13
			e51f413b2de6968ee0284a6ee10c4ef5876b9993		
Warnings:					
Information:					
13	NPL Documents	Ref_BO_NCSA_documentation.pdf	12695345	no	154
			b7c03030106ee2456ee893502bc8903b81ea4150		
Warnings:					
Information:					
14	NPL Documents	Ref_BP_Novak_and_Hoffman_new_metrics_for_new_media.pdf	368235	no	30
			633a6bbbed8d4d745d613d91734739a00c2a01a41		
Warnings:					
Information:					
15	NPL Documents	Ref_BQ_oreilly_ACM.pdf	357161	no	8
			40cf897b424b9808edde7da8db530bfa69d4c2a0		
Warnings:					
Information:					
16	NPL Documents	Ref_BR_PHP_Programming_Isc_phplc.pdf	1375516	no	24
			f71ddd87b9f553e13e1897c1dde2f0ca1dd12fc		
Warnings:					
Information:					
17	NPL Documents	Ref_BS_rfc_1945.pdf	204332	no	57
			1618748f076c1ad526b9371820492f436b2a7cdf		
Warnings:					
Information:					
18	NPL Documents	Ref_BT_the_economist_rise_of_the_infomediary.pdf	94153	no	3
			7902ce725a743b4b9b1cc3e5ab2609c194751442		
Warnings:					
Information:					
Total Files Size (in bytes):			43567132		

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**New Applications Under 35 U.S.C. 111**

**If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.**

**National Stage of an International Application under 35 U.S.C. 371**

**If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.**

**New International Application Filed with the USPTO as a Receiving Office**

**If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.**